



Professional Communications Certification

The Southwest Airlines Professional Communications Certification verifies individuals possess the soft skills necessary to thrive in any workplace or post-secondary environment.

Certification Exam

The certification exam, tested for on the iCEV platform, consists of 100 questions and assesses knowledge and skills from the following weighted industry standards:



Meeting the Industry Need

- Assesses Competencies Based on Weighted Industry-Valued & Industry-Accepted Standards
- Validates Knowledge & Skills
- Allows Employers to Identify & Connect with Skilled Candidates
- Jump-Starts Individuals' Careers

Industry Standards Breakdown

English Language Proficiencies

- Vocabulary Comprehension
- Reading Comprehension
- Listening Comprehension
- Writing Applications

Workplace Communication Techniques

- Communication Etiquette
- Components of Workplace Communication
- Digital Communication Technologies
- Customer Service Techniques

Communication Theory

- Communication Process & Models
- Communication Styles Overview
- Listening Process

Interpersonal Communication Techniques

- Teamwork Strategies
- Individual Skills, Styles & Roles in Collaboration
- Conflict Management Techniques
- Effective Leadership Styles

Written Communications Procedures

- Writing Process
- Elements of Professional Writing
- Business Letters
- Memorandums
- Research Process
- Interpreting Information
- Citing Sources

Verbal Communication Procedure

- Presentation Strategies
- Speech Components
- Public Speaking Procedures
- Extemporaneous Speaking Techniques



Example Assessment Questions

- Charlie was just put in charge of the accounting department. Charlie's plan to manage his employees is to rely heavily on using policies, procedures and regulations as well as make all of the decisions with little input from his employees. Which of the following types of leadership will Charlie be using?
 - A** Authoritarian
 - B** Participative
 - C** Laissez faire
 - D** Abdicratic
- Ernie comes up with an idea and asks, "what do you think about it." This is an example of using which of the following active listening skills?
 - A** Using non-verbal cues
 - B** Recognizing the emotions of the other party
 - C** Asking clarifying questions
 - D** Asking individuals to share their perceptions
- Put the following steps for dealing with customer complains in order.
 - Remain calm and listen attentively
 - Ask questions in a caring and concerned manner
 - Take ownership of the problem and apologize if appropriate
 - Find a solution to the problem
 - Follow up with the customer to ensure the resolution is satisfactory

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Chief Administration & Communications Officer
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Testing Platform

Southwest Airlines utilizes iCEV as the testing platform for this certification.

iCEV fulfills the following responsibilities:

- Provides secure testing technology for certification exams
- Regulates testing environments
- Works with secondary and post-secondary academic institutions, workforce development associations and the public at large to offer certification options for career advancement
- Provides certification verification to employers for potential job applicants

About Southwest Airlines

Southwest Airlines Co. operates one of the world's most admired airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 11 countries. Celebrating its 50th Anniversary in 2021, Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel. Based in Dallas and famous for an Employee-first corporate Culture, Southwest maintains an unprecedented record of no involuntary furloughs or layoffs. By empowering its more than 55,000 People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among as many as 130 million Customers carried a year. That formula for success brought industry-leading prosperity and 47 consecutive years of profitability for Southwest Shareholders.

Schedule a Demo & Get a Free Trial

Schedule a demo today to discuss:

- The wide range of subjects iCEV brings to life
- Abundant resources available for learner engagement and education
- Solutions to teaching challenges with iCEV support
- How you'll be supported by the iCEV team

After your demo, try iCEV with a **FREE 30-day unlimited access trial** to our full library, offering innovative career & technical education curriculum accessible anytime, anywhere.



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